

AUGUST, 1941

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# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

All  
Fiction  
Number

20 Cents



## Pretty when she wakes up

This is the real test. The girl who wakes fresh and alert, with a clear, smooth skin has no doubt as to her own, and you can't get that better. She possesses the quality of all beauties—the one which makes all others.

She can't get this magic the girl whose complexion is not so good. Pimples can tell each woman's face that she is not content to do the best.

Get rid of all the ugly marks on her face which make her skin not so perfect. Make her skin soft and smooth. It is the secret of all beauty.

This is the secret of all beauty. It is the secret of all beauty. It is the secret of all beauty.

### Simple—Satisfying

The ready-to-use cream, for use throughout the day, is the only one that is so simple and so effective.

MADE IN CANADA

Visible and effective results in your skin in only 10 days.

10c



Imported by The Canadian Soap Co., Ltd., Toronto

Such a clean, smooth skin is the result of the use of Palmolive. It is the secret of all beauty. It is the secret of all beauty.

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### Chopra's way

With a world of money beauty is not so hard to get. It is the secret of all beauty. It is the secret of all beauty.

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## Every time you telephone

When you telephone, the electric current that carries your voice over the wire is supplied by a storage battery. From out and toll telephone systems rely on Exide Batteries.

Radio men themselves said in the future. Their present electric whistles and admiral trucks, they light pyrotechnics and power for trains, they operate red road signals and giant down-bells.

In the dark houses of the Deaf, a great majority of all the electric light and power plants are equipped with Exide Batteries.

The last automobile starting

and lighting battery was an Exide. Many new cars leave the factory today, equipped with Exides that will run any other battery.

It is well worth your while to make certain that any new car you buy has an Exide Battery. It will keep the dependable power so long that you will find it not merely a great comfort, but a true economy.

You are entitled to a real battery, to what you have to replace your present one, don't be satisfied with a makeshift. Invest in an Exide. If you have any trouble getting one, write us or our nearest district distributor.

## EXIDE BATTERIES OF CANADA, LIMITED

153 DUFFERIN STREET TORONTO

### DISTRICT DISTRIBUTORS

Exide Batteries Co., Ltd., Toronto, Ont.  
Exide Batteries Co., Ltd., Montreal, Que.  
Exide Batteries Co., Ltd., Vancouver, B.C.  
Exide Batteries Co., Ltd., Winnipeg, Man.  
Exide Batteries Co., Ltd., Regina, Sask.  
Exide Batteries Co., Ltd., Saskatoon, Sask.  
Exide Batteries Co., Ltd., Edmonton, Alta.  
Exide Batteries Co., Ltd., Calgary, Alta.  
Exide Batteries Co., Ltd., Lethbridge, Alta.  
Exide Batteries Co., Ltd., Medicine Hat, Alta.  
Exide Batteries Co., Ltd., Swift Current, Sask.  
Exide Batteries Co., Ltd., Regina, Sask.  
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Exide Batteries Co., Ltd., Lethbridge, Alta.  
Exide Batteries Co., Ltd., Medicine Hat, Alta.  
Exide Batteries Co., Ltd., Swift Current, Sask.



Exide Batteries Co., Ltd.  
Exide Batteries Co., Ltd.  
Exide Batteries Co., Ltd.

THE LONG-LIFE BATTERY FOR YOUR CAR











[illegible]

...and, as I've been told, that I  
...don't know I am more as  
...the great, the down, the party





















































How can we sell this wonderful Baby Book for only 35 cents?

Advertisement for Baby Book medicine, showing a bottle and a box. The text describes the benefits of the medicine for infants and children.

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Pure, unbleached, red, palm oil and vegetable oils—the greatest of all skin beautifiers—are used in the making of Lifebuoy Soap.

The quality makes Lifebuoy soap so good.



The HEALTH soap

Strike a Light!



THE E. B. EDDY CO., LTD. CANADA













## Welsh Rarebit

No other cheese  
can give quite the  
satisfying and pleas-  
ing flavor to Welsh  
Rarebit as

**Ingersoll  
Cream Cheese**

It is an ideal in-  
gredient for cream  
dishes. The rich  
ness the creamy  
consistency make  
it not only better  
to cook with but  
quite economical.

**Ingersoll Packing  
Co., Limited**  
LONDON, ENGLAND



## WOMEN AND THEIR WORK



### FRIEND OF THE NEEDY AND LONESOME

The Story of the Mysterious Activities of Mrs. A. J. Freeman Whose Name Stands  
for Kindness to Jew and Gentle Alike

By MADGE MACBETH

THEY WOULD have been called  
him a Jew. He shined  
the wall of a certain  
London street a year or more ago. He  
was not a Jew, but a Jew's friend.

His name, as you are anxious to  
know, was not Jewish, but it was  
not English either. It was a name  
which had been in the family for  
many years. It was a name which  
had been in the family for many  
years. It was a name which had  
been in the family for many years.

He was not a Jew, but a Jew's friend.  
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# LINOLEUM for all your floors



**HOMES** From these summer days—cool and fresh  
with bright, fresh Linoleum covering every floor. The  
artistic coloring harmonizes so well with walls and draperies; and  
Linoleums create a restful atmosphere.

And how easy it is to maintain these cool, fresh surroundings!  
Linoleum has merely to be wiped off with a damp mop occasion-  
ally. No heavy sweeping, polishing or scrubbing; hard, back-  
breaking housework soon vanishes.

Genuine Linoleum floors cost little to begin with,  
and cost of upkeep is practically nil. They are one  
of the most permanent of floor coverings.

Ask to see *Demonstrations* Linoleums at your favorite  
store, all good stores carrying merchandise sell them!

If pleased, you may purchase Linoleum. Buy in a wide variety of  
 pleasing patterns. New patterns are now on display. Look for the  
 fitting service back—your guarantee of good service.











## There really was a Buried Treasure

More valuable than the gold of Captain Kidd.

More wonderful than the jewels of Blackbeard.

More shrewdly hidden than the treasure chest of either of them.

Wrapped in the interior of the kernel of white corn was a "taste" with a charm which food flavors seldom have. Good Mother Nature carefully tucked away this rare and delightful "taste," full of richness and delicacy of flavor, so that man might discover it for himself if he were willing to make the effort.

It took much hunting and skill to locate this treasure and perfect it for use.

It has been done in Post Toasties.

These deliciously crisp flakes of golden-brown have the full flavor from the selected hearts of corn — seasoned and processed and toasted *just right*—and then triply sealed to preserve the oven-freshness for you.

Post Toasties are called Post Toasties and not just "corn flakes" because they are a particular and better kind of corn flakes—though usually they cost no more than other kinds.

A bowl of Post Toasties for breakfast or lunch is a feast of appetite joy.

Ask any grocer for Post Toasties, and you will be well paid for specifying these corn flakes by name. The Yellow and Red package is the Post Toasties package.



*Always in good taste*  
**Post Toasties**  
 IMPROVED CORN FLAKES

Made by Canadian Postum Cereal Co., Limited, Windsor, Ont.